

WEEK 11: DELIVERABLES

Project: Cross-Selling_Recommandation

Name: Kumkum Chakraborty

University: Dr.B.R.Ambedkar University

Email: kumkumchakraborty2016@gmail.com

Country: U.S.A

Specialization: Data Analyst

Internship Batch: LISUM41

Date: 03/16/2025

GitHub Repo: https://github.com/Kumkumch/Data_Analyst_Intern_in_Data_Glacier/tree/main/week11

1.Problem Description:

XYZ credit union in Latin America is performing very well in selling the Banking products (e.g.: Credit card, deposit account, retirement account, safe deposit box etc.) but their existing customer is not not buying more than 1 product which means bank is not performing good in cross selling (Bank is not able to sell their other offerings to existing customer). XYZ Credit Union decided to approach ABC analytics to solve their problem.

2.Business Understanding:

The bank aims to increase cross-selling by analyzing customer demographics and financial behaviors without using machine learning. By Understanding income levels, age distribution, and product usage, the bank can offer tailored financial products like mortgages, investments, and pensions to the right customer. This will help improve customer engagement and product adoption. The project involves data inspection, cleaning, exploratory analysis, recommendations for data driven decision-making

Project Lifecycle

| WEEK | DATE | PLAN |
|--------|------------|--|
| Week7 | 02/19/2025 | Business Understanding |
| Week8 | 02/26/2025 | Data Understanding |
| Week9 | 03/02/2025 | Data cleaning and Transformation |
| Week10 | 03/09/2025 | Exploratory data analysis |
| Week11 | 03/16/2025 | EDA Recommendation (ppt) |
| Week12 | 03/23/2025 | 6. Dashboard which should capture type of customer their count, segment wise (VIP, student etc.) customer average age and other KPIs which gives better business insight in taking decision. |
| Week13 | 03/30/2025 | Final presentation |